SEO Services in Pakistan

Do you need SEO?

SEO is an abbreviation for "Search Engine Optimization" or "Search Engine Optimizer." Hiring an SEO specialist is a significant decision that can potentially improve your website and save you time, but it also carries the risk of damaging your website and reputation. While researching the potential benefits of hiring an SEO specialist, it's crucial to also assess the potential harm that an irresponsible SEO professional could cause to your website. Many SEO and other agencies and consultants offer practical services to website owners, including...

Website content or structure review

Website development technical advice: such as hosting, redirects, error pages, JavaScript usage

Content development

Online business development activity management

Keyword research

SEO training

Expertise on specific markets and geographic regions.

Advertising through Google has absolutely no impact on how your website appears in our search results. Google never charges for including your website in our search results or changing its ranking in search results; there are no fees for your website to appear in our organic search results. Resources such as Search Console, the official Google Search Center blog, and our forums provide a wealth of information on how to optimize your website for organic search.

SEO for Beginners

If you run a small local business, you should be able to do most of the work yourself. Here are some great resources.

Watch our video series to learn how to improve your business's online presence.

This SEO Getting Started guide describes what SEO will do for you. If you've hired professionals to handle everything for you, you don't need to go into detail about this guide; however, familiarity with these techniques is helpful so you can understand whether SEO wants to use a technique that is not recommended or even strongly discouraged.

Please note that it takes time to see results: typically four months to a year after you begin making changes.

If you feel you still need additional help from professionals, continue reading to learn how to choose SEO.

Choosing SEO

If you're considering hiring SEO, the sooner the better. The optimal time to hire SEO is when you're planning to redesign your website or launch a new one. This way, you and your SEO specialist can ensure the entire website is search engine friendly from the bottom up. Furthermore, good SEO can help you improve your existing website.

Review the SEO's business resources. Ask past clients if they found the SEO service helpful, easy to work with, and yielded positive results.

Request the SEO to conduct a technical and search audit of your website to understand what they believe is necessary, why, and what the expected results should be. This may require payment. You may need to grant them read-only access to your website in the Search Console. (Do not grant them write access at this stage). A competent SEO should be able to provide realistic estimates of the website improvement effects and the estimated work involved. If the SEO assures you that their changes will rank your website first in search results, do not believe them; seek another SEO.

While SEO can provide valuable services to clients, some unethical SEO practitioners employ overly aggressive marketing tactics and attempt to manipulate search engine results, damaging the industry's reputation. Any violation of our spam policy may result in negative adjustments to your website's display in Google, or even removal from our index.

When an SEO specialist offers a range of recommendations for your website, ask them to verify these recommendations with credible sources, such as Search Console help pages, Google Search Center blog posts, or Google-approved responses in forums.

A common deceptive practice is creating "shadow" domains, using deceptive redirects to link users to a specific website. These shadow domains are often owned by SEO professionals who claim to work for the client. However, if the relationship sours, the SEO might redirect the domain to another website, or even a competitor's domain. In this case, the client is essentially paying to develop a competing website entirely owned by the SEO.

Another prohibited practice is placing keyword-saturated "doorway pages" somewhere on the client's website. The SEO promises this will enhance the page's relevance, allowing it to match more queries. This is fundamentally flawed, as it's nearly impossible for a single page to be relevant to a large number of keywords. The bigger problem is that these doorway pages often contain hidden links to the SEO's other clients. These doorway pages divert the website's link popularity to the SEO and their other clients, potentially including websites offering offensive or illegal content.

Finally, avoid engaging in link manipulation, such as buying links from other websites to boost rankings. This violates Google's spam policy and may result in manual action against some or all of the website's content, negatively impacting website rankings.